

## SYSTEM AND METHOD FOR MINING A USER'S ELECTRONIC MAIL MESSAGES TO DETERMINE THE USER'S AFFINITIES

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### ABSTRACT

A system and method for mining a user's e-mail and for generating a list of categories based on the e-mail content. The generated category list is compared to a master category list and those categories included in the generated category list that are not included in the master category list are removed from the generated category list. For each category remaining in the generated category list, the system and method calculates an affinity value, which represents the strength of the user's relationship to the category. The affinity (i.e., the concept plus the affinity value) may be submitted to an affinity publisher module that uses an affinity publication policy in determining whether or not to publish the affinity.

RES 60305v1